

innovation + function ←... bello



PERFORMANCE
FURNISHINGS

bello

The Bello Ergonomic Stool's simple design is surprisingly functional. Its colourful shell is made from a highly elastic fabric, allowing the product to freely turn, tilt and stretch without ever losing its iconic shape.



The minimalist look of the Bello Ergonomic Stool was developed by Mugi Yamamoto, a 30 year old Swiss-Japanese Industrial Designer, who works for ITO design. Mugi, who graduated from ECAL (University of Art and Design Lausanne), says that his goal is to create products which are innovative in shape or function, that enhance people's lives.

ITO Design is a multinational industrial design studio with a strong reputation for great design work, specializing in furniture.

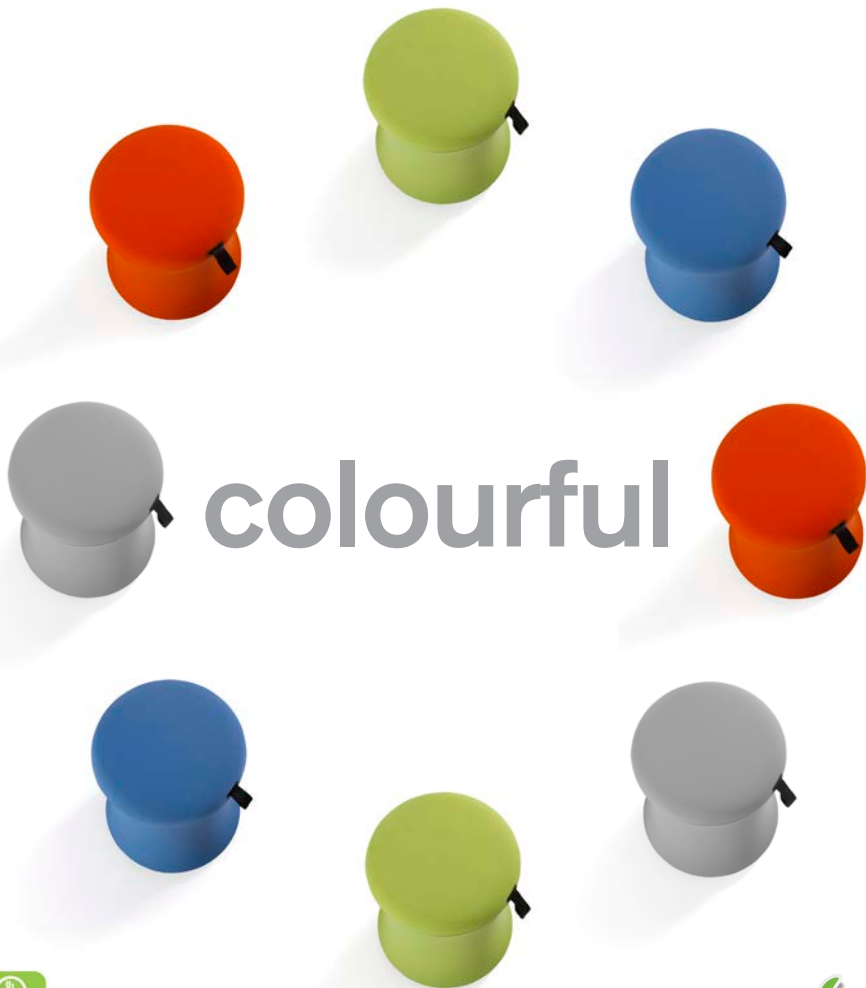
mugi yamamoto ←---



ergonomic + height adjustable ←... bello



*Please note that product colour may vary by retailer



colourful



iconic + award winning ← bello

The Bello was awarded the Red Dot Design Award 2018 in the category Best of the Best. Only 1.1 percent of all competition entries were honored with this highest accolade within the Red Dot Award. This year, the winners were chosen from among 6,300 entries from 21 countries.



reddot award 2018
best of the best

Bello was also awarded the iF Design Award 2018. This year, the best works were chosen from among 6,400 entries from 54 countries.

